

116TH CONGRESS
1ST SESSION

H. R. 4585

To require the Director of the Centers for Disease Control and Prevention to conduct a national suicide prevention media campaign, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

OCTOBER 1, 2019

Mr. BEYER (for himself and Mr. GIANFORTE) introduced the following bill;
which was referred to the Committee on Energy and Commerce

A BILL

To require the Director of the Centers for Disease Control and Prevention to conduct a national suicide prevention media campaign, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Campaign to Prevent
5 Suicide Act”.

6 **SEC. 2. NATIONAL SUICIDE PREVENTION LIFELINE.**

7 Section 520E–3(b)(2) of the Public Health Service
8 Act (42 U.S.C. 290bb–36c(b)(2)) is amended by inserting
9 after “suicide prevention hotline” the following: “, which,

1 beginning not later than one year after the date of the
2 enactment of the Campaign to Prevent Suicide Act, shall
3 be a 3-digit nationwide toll-free telephone number,”.

4 **SEC. 3. NATIONAL SUICIDE PREVENTION MEDIA CAM-**
5 **PAIGN.**

6 (a) NATIONAL SUICIDE PREVENTION MEDIA CAM-
7 PAIGN.—

8 (1) IN GENERAL.—Not later than the date that
9 is three years after the date of the enactment of this
10 Act, the Director of the Centers for Disease Control
11 and Prevention (referred to in this section as the
12 “Director”), in coordination with the Assistant Sec-
13 retary for Mental Health and Substance Use (re-
14 ferred to in this section as the “Assistant Sec-
15 retary”), shall conduct a national suicide prevention
16 media campaign (referred to in this section as the
17 “national media campaign”), in accordance with the
18 requirements of this section, for purposes of—

19 (A) preventing suicide in the United
20 States;

21 (B) educating families, friends, and com-
22 munities on how to address suicide and suicidal
23 thoughts, including when to encourage individ-
24 uals with suicidal risk to seek help; and

1 (C) increasing awareness of suicide preven-
2 tion resources of the Centers for Disease Con-
3 trol and Prevention and the Substance Abuse
4 and Mental Health Services Administration (in-
5 cluding the suicide prevention hotline main-
6 tained under section 520E–3 of the Public
7 Health Service Act (42 U.S.C. 290bb–36c)),
8 any suicide prevention mobile application of the
9 Centers for Disease Control and Prevention or
10 the Substance Abuse Mental Health Services
11 Administration, and other support resources de-
12 termined appropriate by the Director, in coordi-
13 nation with the Assistant Secretary.

14 (2) ADDITIONAL COORDINATION.—In addition
15 to coordinating with the Assistant Secretary under
16 this section, the Director shall coordinate with State,
17 local, Tribal, and territorial health departments, pri-
18 mary health care providers, hospitals with emer-
19 gency departments, mental and behavioral health
20 services providers, crisis response services providers,
21 first responders, suicide prevention and mental
22 health professionals, patient advocacy groups, sur-
23 vivors of suicide attempts, and representatives of tel-
24 evision and social media platforms in planning the

1 national media campaign to be conducted under
2 paragraph (1).

3 (b) TARGET AUDIENCES.—

4 (1) TAILORING ADVERTISEMENTS AND OTHER
5 COMMUNICATIONS.—In conducting the national
6 media campaign under subsection (a)(1), the Direc-
7 tor, in coordination with the Assistant Secretary,
8 may tailor culturally competent advertisements and
9 other communications of the campaign across all
10 available media for a target audience (such as a par-
11 ticular geographic location or demographic) across
12 the lifespan.

13 (2) TARGETING CERTAIN LOCAL AREAS.—The
14 Director, in coordination with the Assistant Sec-
15 retary, shall, to the maximum extent practicable, use
16 amounts made available under subsection (f) for
17 media that targets individuals in local areas with
18 higher suicide rates.

19 (c) USE OF FUNDS.—

20 (1) REQUIRED USES.—

21 (A) IN GENERAL.—The Director, in coordi-
22 nation with the Assistant Secretary, shall use
23 amounts made available under subsection (f)
24 for the following, with respect to the national
25 media campaign:

1 (i) The purchase of advertising time
2 and space, including the strategic planning
3 for, and accounting of, any such purchase.

4 (ii) Creative services and talent costs.

5 (iii) Advertising production costs.

6 (iv) Testing and evaluation of adver-
7 tising.

8 (v) Evaluation of the effectiveness of
9 the national media campaign.

10 (vi) Operational and management ex-
11 penses.

12 (vii) The creation of an educational
13 toolkit for television and social media plat-
14 forms to use in discussing suicide and rais-
15 ing awareness about how to prevent sui-
16 cide.

17 (B) SPECIFIC REQUIREMENTS.—

18 (i) TESTING AND EVALUATION OF AD-
19 VERTISING.—In testing and evaluating ad-
20 vertising under subparagraph (A)(iv), the
21 Director, in coordination with the Assist-
22 ant Secretary, shall test all advertisements
23 after use in the national media campaign
24 to evaluate the extent to which such adver-
25 tisements have been effective in carrying

1 out the purposes of the national media
2 campaign.

3 (ii) EVALUATION OF EFFECTIVENESS
4 OF NATIONAL MEDIA CAMPAIGN.—In eval-
5 uating the effectiveness of the national
6 media campaign under subparagraph
7 (A)(v), the Director, in coordination with
8 the Assistant Secretary, shall take into ac-
9 count—

10 (I) the number of unique calls
11 that are made to the suicide preven-
12 tion hotline maintained under section
13 520E–3 of the Public Health Service
14 Act (42 U.S.C. 290bb–36c) and as-
15 sess whether there are any State and
16 regional variations with respect to the
17 capacity to answer such calls;

18 (II) the number of unique en-
19 counters with suicide prevention and
20 support resources of the Centers for
21 Disease Control and Prevention and
22 the Substance Abuse and Mental
23 Health Services Administration and
24 assess engagement with such suicide
25 prevention and support resources;

1 (III) whether the national media
2 campaign has contributed to increased
3 awareness that suicidal individuals
4 should be engaged, rather than ig-
5 nored;

6 (IV) whether the national media
7 campaign has contributed to any re-
8 duction in suicide rates, reduction in
9 suicide attempts, reduction in suicidal
10 ideation, and increase in self-outreach
11 for support or outreach for supporting
12 others; and

13 (V) such other measures of eval-
14 uation as the Director, in coordination
15 with the Assistant Secretary, deter-
16 mines are appropriate.

17 (2) OPTIONAL USES.—The Director, in coordi-
18 nation with the Assistant Secretary, may use
19 amounts made available under subsection (f) for the
20 following, with respect to the national media cam-
21 paign:

22 (A) Partnerships with professional and
23 civic groups, community-based organizations,
24 including faith-based organizations, and Gov-
25 ernment or Tribal organizations that the Direc-

1 tor determines have experience in suicide pre-
2 vention, including the Substance Abuse and
3 Mental Health Services Administration.

4 (B) Entertainment industry outreach,
5 interactive outreach, media projects and activi-
6 ties, public information, news media outreach,
7 outreach through television programs, and cor-
8 porate sponsorship and participation.

9 (d) PROHIBITIONS.—None of the amounts made
10 available under subsection (f) may be obligated or ex-
11 pended for any of the following:

12 (1) To supplant current suicide prevention cam-
13 paigns.

14 (2) To supplant pro bono public service time
15 donated by national and local broadcasting networks
16 for other public service campaigns.

17 (3) For partisan political purposes, or to ex-
18 press advocacy in support of or to defeat any clearly
19 identified candidate, clearly identified ballot initia-
20 tive, or clearly identified legislative or regulatory
21 proposal.

22 (4) To fund advertising that features any elect-
23 ed officials, persons seeking elected office, cabinet-
24 level officials, or other Federal officials employed
25 pursuant to section 213.3301 or 213.3302 of title 5,

1 Code of Federal Regulations (or any successor regu-
2 lations).

3 (5) To fund advertising that does not contain a
4 message intended to prevent suicide or increase
5 awareness of suicide prevention resources.

6 (e) REPORT TO CONGRESS.—The Director, in coordi-
7 nation with the Assistant Secretary, shall, with respect to
8 the first year of the national media campaign, submit to
9 Congress a report that describes—

10 (1) the strategy of the national media campaign
11 and whether specific objectives of such campaign
12 were accomplished, including whether such campaign
13 impacted the number of calls made to lifeline crisis
14 centers and the capacity of such centers to manage
15 such calls;

16 (2) steps taken to ensure that the national
17 media campaign operates in an effective and effi-
18 cient manner consistent with the overall strategy
19 and focus of the national media campaign;

20 (3) plans to purchase advertising time and
21 space;

22 (4) policies and practices implemented to ensure
23 that Federal funds are used responsibly to purchase
24 advertising time and space and eliminate the poten-
25 tial for waste, fraud, and abuse; and

1 (5) all contracts entered into with a corpora-
2 tion, a partnership, or an individual working on be-
3 half of the national media campaign.

4 (f) AUTHORIZATION OF APPROPRIATIONS.—For pur-
5 poses of carrying out this section, there is authorized to
6 be appropriated \$10,000,000 for each of fiscal years 2020
7 through 2024.

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